



Tamil Nadu Agricultural University
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To
The Editor,

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Sir,

I request that the following matter may kindly be published in your esteemed daily:

**TNAU sign MoU with Arya Vaidya Pharmacy
to Promote Medicinal Plant Cultivation**

Modern and westernized life makes people to susceptible to lifestyle diseases. People now a day are aware about value of medicinal plants and its therapeutic and curative property through media. . Taking advantages of this opportunity, Tamil Nadu Agricultural University signs MoU with Arya Vaidya Pharmacy to preserve and popularise traditional medical practices which are popularly practiced in the rural areas.

Thorough this memorandum, both institutions will initiate and innovate advanced education, research and development in the field of medicinal plant cultivation. So far traditional medical practicers are collecting medicinal plants in the forest area and quality and quantity is limited and there by cost of preparation of traditional medicine may high. Through this MoU, university will provide sustainable and organic cultivation practices for potential medicinal plants to the farmers and Arya Vaidya pharmacy will provide market penetration to the farmers.

It is also plan to launch one year or two year certificate/Diploma courses pertaining to cualtivation practices, preparation and marketing of medicinal plants nursery etc.

While addressing the media, Dr M. Maheswaran, Director of Research, Tamil Nadu Agricultural University, Coimbatore, said that documenting and validating traditional medical practices are very important and university is keen to make it happen and this initiative will achieve the purpose.

Core member of the project Professor Dr Rajamani Head of the Department of Medicinal and Aromatic Plants, Tamil Nadu Agricultural University said that demands for medicinal plants are very high. For Example demand for Aswakantha is around 30 tonnes every month and all the demand met from Madya Pradesh. Hence, it is right time to motivate and popularise medicinal plant cultivation among our farmers.

Assistant Public Relations Officer